Prohibited and Restricted Content

The following policies apply to all formats, including Reviews, Photos, and Videos. Content that does not meet these criteria may be rejected from publication on Google Maps.

Contributions to Google Maps should accurately represent the location in question. Where contributions distort truth, we will remove content. This includes reviews, photos, or videos not related to the location or business where they are tagged. If content is inaccurately placed on the map, or is associated with an incorrect listing, the contribution may be rejected.

Reviews are automatically processed to detect inappropriate content like fake reviews and spam. We may take down reviews that are flagged in order to comply with Google policies or legal obligations.

Spam and fake content

Your content should reflect your genuine experience at the location and should not be posted just to manipulate a place's ratings. Don't post fake content, don't post the same content multiple times, and don't post content for the same place from multiple accounts.

Off-topic

Only post content based on your experience or questions about experiences at the specific location. Maps is not meant to be a forum for general political, social commentary, or personal rants. Content that does not meet this standard will be removed.

Restricted content

For some products or services subject to controls and local regulations, you must follow certain guidelines when posting content. The content you upload may not feature calls to action or offers for the sale of products or services that are subject to local legal regulations. This includes, but is not limited to, alcohol, gambling, tobacco, guns, health and medical devices, regulated pharmaceuticals, adult services, and financial services.

The content shouldn't display:

- ✗ Links to a landing page where it is possible to purchase restricted goods or services.
- ✗ Email address and/or phone numbers to contact for the purchase of restricted goods.
- ✗ Promotional offers for restricted goods or services. For example, you shouldn't upload content that displays deals, coupons, pricing information or other promotions for a restricted product or service.

Note that incidental depictions of these products are excluded from this policy. Examples include:

- ✓ Images of menus.
- ✓ Images where alcoholic beverages are present but not the main focus.

Illegal content

We don't accept content that is illegal or depicts illegal activity. This includes:

- Images or any other content that infringes on anyone else's legal rights, including copyright. For more information or to file a DMCA request, review our copyright procedures.
- All sexual abuse imagery and all content that presents children in a sexual manner.
- Content on dangerous or illegal acts such as: rape, organ sale, human trafficking..
- Illegal products and services: endangered animal products, illegal drugs, prescription drugs diverted to the illegal market.
- Images of graphic or gratuitous violence, or which promote violence.
- Content produced by or on behalf of terrorist groups.

For any other legal issues, please select the "Copyright or other legal issues" tab on the report a problem feature.

Terrorist content

We do not permit terrorist organizations to use this service for any purpose, including recruitment. We also strictly prohibit content related to terrorism, such as content that promotes terrorist acts, incites violence, or celebrates terrorist attacks. If posting content related to terrorism for an educational, documentary, scientific, or artistic purpose, be mindful to provide enough information so viewers understand the context.

Sexually explicit content

We don't allow content that contains sexually explicit material. Also, we absolutely don't allow content that sexually exploits children or present them in a sexual manner. We will remove this type of content, shut down the account, and send a report to the National Center for Missing & Exploited Children (NCMEC) and law enforcement.

Offensive content

We will remove content that contain obscene, profane, or offensive language or gestures.

Dangerous & Derogatory Content

Google Maps is a place for safe communications between users. For this reason, we don't permit merchants or consumers to post dangerous or derogatory content, including content that:

- Threatens or advocates for harm on oneself or others
- Harasses, intimidates or bullies an individual or group of individuals.
- Incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or other characteristic that is associated with systemic discrimination or marginalization.

Impersonation

We don't allow individuals to use Google Maps to mislead others. This applies to deceptive content as well as false representations.

Do not attribute your content to another individual, company or organization if you are not authorized to represent them.

Google reserves the right to remove content, suspend accounts, or pursue other legal action against contributors who falsely claim that they represent or are employed by Google.

Conflict of Interest

Maps user contributed content is most valuable when it is honest and unbiased. Examples of disallowed practices include, but are not limited to:

- Reviewing your own business.
- Posting content about a current or former employment experience.
- Posting content about a competitor to manipulate their ratings.